



Understanding how transport choices are affected by the environment and health: Views expressed in a study on the use of carbon calculators

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Abstract:

OBJECTIVES: To examine the influence that the provision of environmental information might be able to make on personal travel behaviour through analysis of the views of members of the public expressed in a study for the UK Department for Transport on attitudes towards carbon calculator tools. **STUDY DESIGN:** A three-stage qualitative survey taking an ideographic approach to analysing public attitudes to the use of carbon calculator tools in relation to making transport decisions. **METHODS:** Interviews and discussion groups with stakeholders, non-users and users providing extensive data that were analysed using the British Market Research Bureau's matrix mapping methodology. **RESULTS:** Despite considerable awareness of climate change as an issue, personal carbon emissions were not found to have much influence on personal transport choice, which could be seen as being dominated by issues of cost (both in time and money), comfort and convenience. **CONCLUSIONS:** The spatial and temporal dislocation of the cause and effects of climate change make it difficult to link the impacts of personal travel behaviour with specific activities. If environmental- and health-based information is to be provided as a lever to change travel behaviour, it may be necessary to provide information on issues such as local air pollution and personal health impacts in order to link wider benefits with a travel user's self-interest.

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Resource Description

Communication:

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

Communication Audience:

audience to whom the resource is directed

Public

Exposure :

weather or climate related pathway by which climate change affects health

Unspecified Exposure

Climate Change and Human Health Literature Portal

Geographic Feature:

resource focuses on specific type of geography

Rural, Urban

Geographic Location:

resource focuses on specific location

Non-United States

Non-United States: Europe

European Region/Country: European Country

Other European Country : United Kingdom

Health Co-Benefit/Co-Harm (Adaption/Mitigation):

specification of beneficial or harmful impacts to health resulting from efforts to reduce or cope with greenhouse gases

A focus of content

Health Impact:

specification of health effect or disease related to climate change exposure

Health Outcome Unspecified

Mitigation/Adaptation:

mitigation or adaptation strategy is a focus of resource

Mitigation

Resource Type:

format or standard characteristic of resource

Research Article

Timescale:

time period studied

Time Scale Unspecified